



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Rodriguez et al.

Serial No.: 10/073,842

Filed: 02/11/2002

For: Management of Television Advertising

Confirmation No.: 6628

Group Art Unit: 2611

Examiner: Bui, Kieu Oanh T

Docket No. A-7496 (191920-1240)

4/12/04
W. Larson
(6/7/04)

RESPONSE TO ADVISORY ACTION (WITH AMENDMENTS)

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

RECEIVED

JUN 01 2004

Technology Center 2600

Sir:

The outstanding advisory action mailed May 5, 2004 has been carefully considered. In response thereto, please enter the following amendments in which claims 1-104 are canceled, and claims 105-132 are added. Claims 105-132 are now pending in the present application. Reconsideration and allowance of the application and presently pending claims, as amended, are respectfully requested.

AUTHORIZATION TO DEBIT ACCOUNT

It is believed that no extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account no. 20-0778.